EUROPEAN PATENT APPLICATION

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(54) Multimedia bidirectional broadcast system.

(57) A multimedia bidirectional broadcast system including a broadcast station (115) and subscriber terminals (116). The broadcast station (115) includes a main control unit (106) having therein a data base control table (134) in which program and commercial down load sequences are recorded depending on a setting effected by a subscriber, a motion picture program data base (102), a commercial data base (131), a program transmitter (103) for effecting accesses and transmissions of transmission programs onto transmission lines based on the setting of the main control unit (106), a commercial transmitter (132) for accessing the commercial data base (131) and for transmitting content thereof based on the setting of the main control unit (106), an image encoder (107) for achieving a bandwidth compression on a video signal, a cell assembler (108) for processing data to be transmitted onto a broadband transmission line so as to generate a cell of the data, and an asynchronous transfer mode exchange (109) for delivering the cell to a subscriber system (116) associated therewith. Each of the subscriber systems (116) includes a network terminal (111), a terminal control unit (113), a decoder (112) to decode the compressed video signal, and a television monitor (114).

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FIG. 1-1
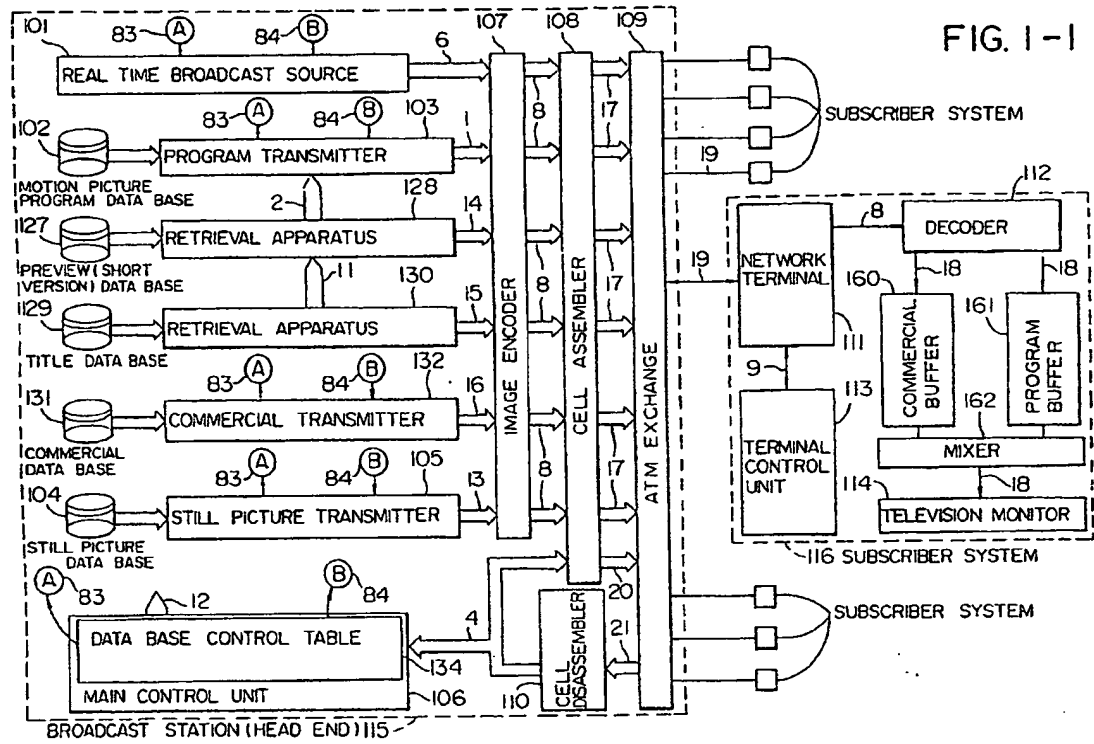
European
Patent Office

**EUROPEAN SEARCH
REPORT**

Application Number

EP 89 11 5118

DOCUMENTS CONSIDERED TO BE RELEVANT

Category	Citation of document with indication, where appropriate, of relevant passages	Relevant to claim	CLASSIFICATION OF THE APPLICATION (Int. Cl.5)
A	DE-A-2 550 624 (SIEMENS AG) * page 3, lines 13 - 28; claim 1; figures * * page 7, line 7 - page 8, line 16 *	1,5	H 04 N 7/173
P,A	GB-A-2 207 838 (TELEACTION CORP) * page 1, line 12 - page 2, line 25 * * page 6, line 15 - page 7, line 4 * * abstract; figure *	1,16	
P,A	GB-A-2 209 082 (HASHIMOTO CORP) * page 1, line 22 - page 2, line 23 * * abstract; figures 1-2 *	1,16	
A	IEEE JOURNAL ON SELECTED AREAS IN COMMUNICATION. vol. SAC-4, no. 4, July 1986, NEW YORK US pages 429 - 437; Heinrich Armbrüster: "Applications of future broad-band services in the office and home" * the whole document *	1,15	

TECHNICAL FIELDS SEARCHED (Int. Cl.5)
H 04 N G 09 F H 04 Q

The present search report has been drawn up for all claims

Place of search	Date of completion of search	Examiner
The Hague	26 April 91	ISA S.